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2011 WORLD TEA EXPO REPORT LAS VEGAS, NV

NEPAL ECONOMIC, AGRICULTURE, AND TRADE ACTIVITY

JULY 2011

Contract No. AID-367-TO-11-00001

This publication was produced for review by the United States Agency for International Development. It was prepared by NEAT consultant David Walker under Prime Contract No. EEM-I-00-07-00008, AID-367-TO-11-00001

Nepal Economic Agriculture, and Trade Activity—2011 World Tea Expo Report
Contract No. EEM-I-00-07-00008, AID-367-TO-11-00001
United States Agency for International Development
General Development Office
Kathmandu, Nepal

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

CONTENTS

I. Introduction: World Tea Expo June 24-26, 2011	1
II. Core Conferences Organized at the Expo	1
III. The Exhibitors	2
IV. HOTPA/HIMCOOP Booth	3
IV.a. Origin Focus Tasting and Dinner	3
V. Tea Buyers	4
V.a. Suggested Buyers to Target First	4
VI. A New Era of FDA Enforcement	8
VII. Conclusions and Recommendations	9
Annex A: List of buyers who tasted Nepali teas	

I. INTRODUCTION: World Tea Expo June 24 – 26, 2011

The 2011 World Tea Expo in Las Vegas, NV was attended by 4,700 people including 204 exhibitors. Approximately 30 exhibitors were from origin countries and the rest were local U.S. based Wholesalers, Retailers, and Allied Traders.

While local attendance was down slightly from last year, it was generally agreed by the majority of exhibitors that the attendees were far more knowledgeable in regard to tea types and qualities than in previous years. Questions were thoughtful and buyers seemed to know what they wanted to learn about the various origin teas on display.

This was extremely encouraging to experience because education is what will drive increased tea sales for the future. The U.S. based Specialty Tea Institute, The Specialty Coffee Association, and Canada's Sommelier Programme all do a great job of educating potential buyers as well as the general public. Some critical points that buyers and sellers always must be aware of include the following:

- The need to learn and share what is learned, from producer to consumer, in order to instill passion, mystery, and the mystique of the world of tea.
- Consistency of quality is critical from production to retail levels.
- Cupping, cupping, cupping is what is required to maintain a high standard of quality.
- Be observant and act. New opportunities come up continuously. Both shippers and importers must share information regularly, "even when there is nothing to say!" Sitting back and waiting for business to come is not an option.

Some interesting statistics that were published at the Expo successfully represented the importance of tea education. One of the business sessions informed attendees that only 10% of those attending the class were in business for 5 years or more; and 62 % of new small businesses fail within five years. Diligence and staying power is the name of the game in the tea industry.

II. CORE CONFERENCES ORGANIZED AT THE EXPO

The following presentations were delivered to better educate those who are new to the business, and to update and inform new trends to those who have been in business for some time.

It would be beneficial for Nepalese participants to attend some of these sessions at any future trade shows. I strongly suggest that this be arranged as part of the package for any future events they may attend. While many of these sessions are directed towards the retailer and tea shop owner, there are many pieces of knowledge that the producer/shipper can benefit from as well.

Below is a list of sessions that were offered at the Expo:

The Basics of Tea
Experiencing Yan Cha, Dark Oolong from Wu Yi Mountain
Top Tea Retail Trends

How to Create a Signature Scone
Cupping – Professional Techniques and Protocol
Launching a Dynamic Tea Brand
Detecting Defects in Tea Manufacture
Making a Final Statement: Tea and Dessert
Blending: Creating Exotic Signature Tea Blends
How to Conduct a Successful Tea Tasting Event
Marketing to Baby Boomers
The Art of Chai
Tea Business
Blending Award Winning Teas
Incorporate Literary Events into your Tea Room for added profit
Run your Business, Don't Let it Run You
Merchandising to Maximize Sales
Tea Business Analytics
Marketing to Generation X
Focused Tasting – Experiencing Rare Teas
Cupping – Sensory Skill Building
Using the Health Message to Sell Tea
Retailers
Focused Tasting – Can you tell the Difference
Marketing to First Wave Millennials
Controlling Costs Without Sacrificing Quality
Blending Teas & Botanical Blends
Bring Your Web Presence to a Rolling Boil
Debunking Tea Myths – Don't Lie to your Customers
Foodservice
My Tea Room Needs More Revenue
ZEN and the Art of Creating Customer Fanatics
How to Create a Tea Training Program
Mysterious Dark Teas
Online Retailers

III. THE EXHIBITORS

While U.S. based importers, distributors, wholesalers, retailers, tea houses, and Associate Tea Businesses accounted for the majority of the booths, the main origin countries were:

- China, Taiwan, India (Darjeeling, Assam, and South India), Sri Lanka, Kenya, Nepal, and New Guinea.

In addition to those exhibiting 100% tea, there were 7 Chai companies, 97 companies exhibiting Tisanes only, 17 tea bag exhibitors, and 9 companies exhibiting “Ready to Drink” teas. There is a real opportunity for Nepali Chais and Tisanes as recommended in my first report. The market continues to consist of 25-30% Fine Quality Teas and 65-70% Chais, Flavored Teas, and Tisanes. I will be meeting with Flavor Dynamics, Inc to discuss and test their new organic line of flavorings, both natural and synthetic, beginning with Earl Grey and possibly lemon and orange as well. I will study flavoring percentages and application methods. I will also be testing various Chai blends in preparation for a

follow up visit to Nepal and Expo East next September. It is imperative that we exhibit an Earl Grey and Chai along with the main black, green, white, and oolong teas.

IV. HOTPA/HIMCOOP BOOTH

During the opening “Origin Presentations,” NEAT full-time tea expert, Chandra Bhushan Subba, delivered an excellent presentation to approximately 130 attendees (the majority of which were buyers) which was certainly the catalyst that piqued the interest in Nepali teas throughout the Expo, and as a result drew several prominent buyers to the booth. Approximately 800 attendees visited the HOTPA/HIMCOOP booth.

The booth was set up adequately, though there were several mistakes in the artwork purchased in Nepal. The display samples showed a full range of teas, which most viewers lingered over, asked questions about, and showed a good level of interest in. The promotional bags which contained presentation samples and brochures went over very well with all the visitors.

The attendance record at the booth by the majority of the HOTPA delegation needs to improve. Tardiness for the opening of each day’s show meant that most days I had to prepare the sample display, boil the water, and place the display tins in time for the show opening. In one instance I found that everyone in the Nepal delegation wanted to attend the Nepal focused tasting, which took place during the show, and I was left to manage the booth with the son of one of the estate owners who lives in the United States. We were asked to give a video interview to explain what we were doing at the show, and what we hoped to achieve. Apparently the interview was effective and is being shown on Youtube. This behavior must be remedied at any future events. Expo attendees expect to interact with a Nepalese producer and not with an outside consultant. (See my recommendations at the end of the report).

The promotional DVD that was shown on a loop at the booth was a tremendous success and the music and pictures of the country and culture were very interesting. After the teas themselves, the DVD was the main focus of the booth. The teas showed very well and were appreciated by everyone.

IV.a. Origin Focus Tasting & Dinner

Unfortunately I was not able to attend the Tea Tasting on the second day of the Expo because I had to man the booth. The feedback was extremely positive and inspired more attendees to pass by the booth on the final day.

During the evening of day two, the HOTPA delegation arranged for dinner at an Indian restaurant and invited 12 contacts. The contacts included buyers, the director of the Canadian Tea Association, and the Chief Editor of the World Tea News and his Canadian counterpart. Everyone seemed to thoroughly enjoy the evening and the contacts were extremely grateful for the invitation. The HOTPA delegation mingled very well with everyone and I am sure that some useful contacts were made on both sides.

V. TEA BUYERS

Almost everyone who visited the booth showed interest in buying teas, but regretfully the HOTPA group was not able to provide critical information regarding quantities available, shipping periods, or prices (again see my recommendations at the end of the report).

I have created a “Selection of Buyers” list to form a starting point for Nepalese producers to make inroads within the North American Specialty Tea Market. The selection consists of large packers and distributors as well as Web Sellers, Mail Order Houses, and Tea Houses who are all capable of buying a minimum of 25 kgs. These are parties who attended the Expo and who contacted me to express interest.

We have mentioned to buyers wishing to buy less than 25 kg lots that they will have to receive their purchase by Airfreight. Research must be completed in Nepal to find out shipping costs to both the East and West coasts of the United States.

For larger buyers we have to look at arranging containers, or part containers. This requires detailed discussion in Nepal and studies must be conducted to establish transit times and freight rates which are required to make sales. If I am to be involved, I will make enquiries regarding ex-docking, transport, warehousing charges, as well as DHL/FEDEX charges.

Of course I will need more samples (details of the Expo samples were not left with me, as I requested). I will also need information on quantities offered and when shipments can take place. Based on feedback from the buyers, we will make decisions on mode of transportation: Full container load, Part container load, or Airfreight.

V.a. Suggested Buyers to target first:

Adagio Teas
141 Lanza Avenue # 18D, Garfield, NJ 07026, USA
Cynthia Fazekas, Buyer Cynthia@adagio.com

Republic of Tea
5 Hamilton Landing, Ste.100, Novato CA 94949, USA
Barbara Graves, Barbara@republicoftea.com

Teas Etc
480 Tall Pines Road, Suite C, West Palm Beach, FL33413, USA
Beth Johnson, President, Beth@TeasEtc.com

Coffee Bean & Tea Leaf
1945 So. La Cienega Blvd., Los Angeles CA 90034, USA
David De Candia, Tea Manager, info@coffeebean.com

Kopius Teas
2658 Del Mar Heights Road, Suite 192, Del Mar, CA 92014, USA
Ronald Eng, CEO sales@kopiusteas.com

Eastrise Trading Corp
16025 Arrow Highway, Suite A, Irwindale, CA 91706, USA
Lydia Kung, eastriseteas@gmail.com

Teacraft Ltd
No. 1 Grisedale Court, Bedford, MK42 7EE, United Kingdom
Nigel Melican, Managing Director, Nigel@teacraft.com

Elmwood Inn Fine Teas
P O Box 100, Perryville, KY 40468, USA
Ben Richardson, br@benjaminpress.com

Art of Tea
748 Monterey Pass Road, Monterey, CA 91754, USA
Shamir Merino, Operations Manager, shamir@artoftea.com

TeaSource
752 Cleveland Ave. So. St. Paul, MN 55116, USA
Bill Waddington, bill@teasource.com

Stash Tea
P O Box 910, Portland Oregon 97207, USA
www.stashtea.com

Harney & Sons
5723 Route 22, Millerton, NY 12546, USA
Michael Harney, Michael@harneyteas.com

North American Tea & Coffee Inc
7861 82nd Street, Delta BC V4G 1LG, Canada
www.natcinc.com

Rishi Tea
427 E. Stewart St., Milwaukee, WI 53207, USA
Benjamin Harrison Benjamin@rishi-tea.com

Sungarden Special Tea
1112 Westminster Ave. Alhambra, CA 01803, USA
Naomi Lopez, naomi-lopez@sungardentea.com

Metropolitan Tea Company
41A Butter Rd, Toronto, Ontario M8W4W4, Canada
Gerry Vandergrift, President, sales@metrotea.com

Simpson & Vail
3 Quarry Road, P O Box 765, Brookfield, CT 06804
Jim Harron, info@svtea.com
Tea Connexions
1322 West Lark Industrial Park, Fenton, MO 63026 USA
Daniel Johnson, Daniel@teaconnexions.com

The East Indies Company
7 Keystone Drive, Lebanon, PA 17042, USA
Mim Enck, President, mstea@paonline.com

The Tao of Tea
3430 SE Belmont St., Portland, OR 97214, USA
www.taoofta.com

The Tea Stylist
6574 Davenport Road, Toronto, Ontario M5R 1L3, Canada
Linda Gaylard, Linda@teastylist.com

Tumblewood Teas
P O Box 1088, Big Timber, Montana 59011, USA
Riza Chase Gilpin, riza@tumblewoodteas.com

Shahsavand
PO Box 91895/157 – 341 Mashad, Iran
Mohammed Saeid Feissal, info@shahsavand.com

Te Bella Tea Company
227 East Davis Blvd., Tampa, FL 33606
Abigail StClair, astclair@tebellatea.com

Summit Tea
333 E Stuart Avenue, Suite D, Redlands, CA 92374, USA
Nate Waller, nate@summittea.com

Tea Chi
187 Running Cedar Lane, Chapel Hill, NC 27517, USA
Kit Conway, kit@tea-chi.com

Martin Bauer Group
300 Harmon Meadow Blvd, Suite 510, Secaucus, NJ 07094, USA
Nick Salza, nick.salza@martin-bauer-group.us

Mighty Leaf Tea Company
136 Mitchell Blvd., San Rafael, CA 94903, USA
Jill Portman, President, jill@mightyleaf.com

Triple Leaf Tea
434 N Canal St., Unit 5, San Francisco, CA 94107, USA
triple@tripleleftea.com

G S Haly Company
156 Arch Street, Redwood City, CA 94062, USA
Mike Spillane, President, teainfo@gshaly.com

R C Bigelow
201 Black Rock Tpke., Fairfield CT 06430, USA
David Bigelow, President, +1 203 334 1212

Latitude 23.5 Coffee & Tea
8165 27th Street East, Sarasota, FL 34243, USA
Holly Erez, csr@latitudecoffee.com

Serendipitea
32-29 Greenpoint Avenue, Long Island City, NY 11101, USA
Linda Villano, Linda@serendipites.com

During meetings with some of the above buyers, and phone calls with others, I can say that without doubt they are all potential buyers of Nepali teas.

Nepal's unique qualities such as the exotic nature of its landscape and culture are the main components required in the Specialty Tea industry for any buyer to sell the tea on to their customers. Another very important factor is the large percentage of organic production, which in the new "green age" is a requirement rather than an option.

I stressed the fact that tea in Nepal was only between 5 and 20 years old as opposed to the much older plantings in neighboring Darjeeling, which bodes well for the future. I also mentioned the continuous expansion of organic teas, which was of tremendous interest with the buyers.

The level of enthusiasm of these buyers for Nepali tea, particularly Organic Tea, is extremely high. As previously mentioned, however, they need to know what quantities are available, price points, and shipment periods in order to make any purchases.

Discussions were largely limited to a critique of the teas and how we plan to ship based on the size of the order in the absence of any definitive offer details.

It must be understood, that to tie buyers down to actual meeting times during the Expo is impossible. With approximately 25 conferences scheduled prior to the show opening, time is limited. Most of the important buyers are also sellers and more of their time seems to be spent on increasing their sales with existing customers. The task of providing written notes on discussions with buyers is not possible.

Buyers need to see teas and be provided with details to make decisions. In this case the quality of teas displayed was extremely good and well appreciated by all the buyers who viewed and tasted them. We have 6 hours a day when we are able to greet buyers at the booth, show them the teas, and have a brief discussion on the general State of the Tea Industry in Nepal before continuing to the next visitor.

At times, we had 5 or 6 buyers at a time at the booth asking questions not fully understood by the producers, so it was left to Bhushan and me to answer these questions. This is why it is so important to see that the booth is fully occupied and on time:

- Personnel must be ready to attend to visitors;
- Tea must be prepared and ready to serve for tasting;

- Personnel must be ready to answer questions and hand out brochures;
- And personnel must set aside more time to talk in greater depth with the larger buyers.

My message to the producers is to keep making exactly the same quality of tea consistently. While the buyers fell in love with quality, there is always room to improve and to increase production. Most importantly, keep in regular touch with the buyer or agent and exchange the latest developments on both sides.

For future events, I would like to see a more balanced display of teas to include more oolongs. The black teas in almost each case were judged to be superior in quality to darjeelings. I was asked frequently about Earl Grey, Flavor teas, and Chais, which we have to address and include in the future.

I have been asked to go back to Las Vegas at the end of July to judge in the “North American Tea Championships.” During this time, I will try to take some samples of the best teas and compare them to whatever small samples of Nepal tea I have, and send a brief report of my findings to Bhushan.

I am confident that if we can find a way to export a full container load of mixed estate marks and grades, we will be able to fill orders and create new business once the tea arrives.

VI. A NEW ERA OF FDA ENFORCEMENT

FDA enforcement was discussed among the Specialty Tea Institute members and it is worth sharing with Specialty Tea Exporters in Nepal who intend to ship teas in pre-printed retail packs.

The Food and Drug Administration is cracking down on illegal health claims on tea products. The FDA recently sent warning letters to companies in the tea industry highlighting illegitimate marketing of tea’s health benefits.

In mid April, the FDA warned specialty tea retailer Rishi Tea to back down from some of their health claims. Ten Ren Tea of San Francisco was told the same. In September Unilever/Lipton and the Dr. Pepper Snapple Group were also warned about the claims on their tea products. Tea marketers have accurate information about which health related statements are safe to make and which are not.

- Avoid using language that markets your product as though it were a drug.
- What you say on your website is just as important as what you say on your packaging.
- Citing research studies, even those considered legitimate by the greater scientific community, does nothing to justify or lessen the intensity of the health claim that you make.
- Unless the FDA has created a Referenced Daily intake (RDI) for a given nutrient, you are not allowed to use the terms “rich” or “high in” to describe its quantity.
- Be wary of talking about antioxidants. Antioxidant claims were referenced more frequently in all the warning letters than any other issue. The FDA guide

on antioxidants states, in part, that an RDI must be published for the nutrient that is the subject of the antioxidant claim. Therefore assertion that “White Tea ... contain high concentrations of ...antioxidant polyphenols (tea catechins)” is illegitimate because polyphenols do not have an established RDI.

What not to do: Never mention any diseases or conditions in your marketing materials for which you are not formally licensed to prescribe medications.

What to do: Always check with the experts before making any health claim. The Tea Association of the United States frequently reviews health-related marketing materials as a complimentary service to the Industry.

The booth was disassembled and rental items were returned. The water heaters and glass tea pots along with extra posters and hand-out bags were packed up and sent to my home via FEDEX. I will wash and re-pack these items until the next event, which I hope will be EXPO EAST in Philadelphia, September 2011.

With the rush to close up, I was very disappointed that printed identifying documents for the samples were not left for me in order to start circulating them to buyers.

VII. CONCLUSIONS AND RECOMMENDATIONS

- Visually, the booth was attractive and an adequate work space.
- Water heating, display, and promotional materials were effective.
- Posters and sample hand-outs were adequate.
- A better system of decoration set-up is needed, but the content of the adhesive wall covering was good.

Recommendations

- For future shows, we need an extra day each side of the event dates to open and close in an orderly fashion.
- I would have liked to have seen around 25% more visitors at the booth. While presentations are instrumental to driving visitors to the booth, we should follow the example of companies like Flavor Dynamics Inc., and print out flyers with a simple message: “WE HAVE SOME EXCITING NEW TEAS FOR YOU TO TRY. BE SURE TO STOP BY BOOTH NO AND TRY THEM”, and place these flyers in every Exhibition Booth and in the information booths at the entrance to the show.
- Attendance at the booth is very important. The exhibition hall is open to the general public for 6 hours for each of the three days. The various conferences end approximately an hour after opening time, which means that the majority of visitors arrive at the booths over the lunch hour and into the early afternoon. Lunch should not be a priority during this time, if it is then at least split up, and half go to lunch first and the other half stay on duty until the first group returns.

- No thought was given to staffing the booth adequately, everyone just drifted off in a group leaving just one or two people behind. The same goes for any event taking place during the exhibition; a decision has to be made as to who goes and who stays. We are there to sell, and this cannot be done if the booth is not manned properly.
- Attention must be directed to the Expo program before planning any private presentations or dinners. This year we clashed with The World Tea Expo Cocktail Party, which meant that people wanting to attend the Cocktail party and meet up with customers and friends had to break away to attend the dinner.
- If the HOTPA delegation interacted with the other attendees during the show, as they did during the dinner, this would have been ideal.
- **Samples** – We need at least 500 grams of each, clearly marked and accompanied by a printed card mentioning the name of the tea and grade. If the tea is to be displayed in a tin, as was done at the show, then a sticker indicating the name of the tea and grade should be placed on the tin to ensure proper identification.
- The booth decoration from Nepal, while attractive from an artistic point of view, needed more care in sizing and matching each panel. There were repeat panels and wording that did not match.
- Prices and shipment information must be available at the time of showing the tea to any booth attendees.
- Provided we can have all our ducks in a row, I strongly suggest attending EXPO EAST in Philadelphia in September. This would be advantageous in making a quick follow up and continuing the momentum from Las Vegas. Faces and questions will still be fresh in the mind of both sellers and buyers.

ANNEX A: LIST OF BUYERS WHO TASTED NEPALI TEAS

WORLD ORIGIN TASTING TOUR ATTENDEES

Registrant Listing		07/08/2011 3:50 PM	
World Tea Expo 2011		June 24 - 26	
Show Code		ALL	
Registration Code		ALL	
Session		ORG	
Registration Method		ALL	
kpolivka/WTE11/1120			
First Name	Last Name	Title	Company
ZUBIN	AMIRI	MANAGING DIRECTOR	ZUBIN TEA
S. LYNN	APPLETON	OWNER / EXEC. CHEF	THE FRENCH BAKERY
ABHINAV	ARORA	CEO	KUSHA INC.
YVONNE	BAKER	PRESIDENT	YVONNE BAKER CHLDRENS FOUNDATION INC
LISA	BAUGHMAN	OWNER	TAKE THYME TODAY
SHERRI	BECKER	OWNER	THE MARKETING DEPARTMENT
ALECHA	BENSON		NIRVANA TEA
BETTY JO	BORAM	OWNER	BETTY JO BORAM
ANNETTE	BUCHANAN	OWNER	BOXWOOD MANOR
LYNDA	BUDD	OWNER	PRIME TEA PROPERTIES
MILENA	CASTILLA	PRESIDENT	TEA TIME GIRL COMPANY
LINDA	CERON	OWNER	SWEET TEA
KATHERINE	CHAN	CONTINUOUS IMPROVEMENT COORD.	NORTH AMERICAN TEA & COFFEE INC.
HARRY	CHIU	SALES MANAGER	D3SITE INC.
PHYLLIS	CHU	OWNER	PHYLLISITEA
SOPHIE	CHUCHRA	OWNER	TEA RAMBLES
PAM	COPP	OWNER	PAM'S TEA SHOPPE
ROBERT	COPP	CO-OWNER	PAM'S TEA SHOPPE
DONNA	CRIBBS	FOUNDER	COMPASSION TEA COMPANY, INC
JENS	DE GRUYTER	OWNER	PAPER & TEA

THANG	DINH	OWNER	TEAYAMA
MICHAEL	DION-ROWLATT	OWNER	MICHAEL DION-ROWLATT
JENI	DODD	OWNER	JENI'S TEA
KAREN	DOEBELIN	OWNER	POTS TEA BAR & COFFEE TOO
CLAIRE	DOI	TEA MASTER	AESTHETIC CREATIONS
IRINA	DRUKER	OWNER	IRINA DRUKER TEAS
JUDY	DUNCAN	OWNER CAFE KTIZO	CAFE KTIZO
MELBA	ESTRADA		
CHRIS	FAHERTY	FOUNDER	COMPASSION TEA COMPANY, INC
JACK	FAHERTY	FOUNDER/TREASURER	COMPASSION TEA COMPANY, INC
ALEJANDRO	FERIA-MORALES	PRODUCT CATEGORY MANAGER, TEA & NESCAFE	NESTLE PTC MARYSVILLE
MINDY	FERRIS	CO-OWNER	TEA TEMPTRESS
LEONARD	FORINASH		AIDA ROSE TEA HOUSE
ERIC	FRITZ	OWNER	EARTH VISION
RUPA	GADRE	OWNER	TEA SOCIETY
MASOUD	GERAMI	DIRECTOR	HEARTTEA
CORA	GERMER	OWNER	STEEP
VALENTINYA	GERMER	MANAGER	STEEP
BETH	GUNNELSON	CO-OWNER	JAG COFFEE AND TEA
HEIDI	HARRALSON		EARTH VISION
YENDRY	HERNANDEZ	CO-OWNER	MY CUP OF TEA
SYDNEY	HOFFMAN	OWNER	TEALEAFS
DANYLL	HOOKS	RETAILER	DANYLL HOOKS
KRIS	HOUSER	DIRECTOR, MARKETING COMM	BUNN-O-MATIC CORPORATION
JAMIE	HOWARD	OWNER	PROVERBIAL TEA
SYLVIA	HUNT	OWNER	SASSY & CLASSY SALON
LORI	IKEDA	OWNER	LORI IKEDA
LESLIE	INGLIS	PROSPECTIVE TEA RETAILER	ENCHANTHÉ
SARAH	JAMES	OWNER	SARAH JAMES
JANET	JENSEN	CREATIVE DIRECTOR	JJ BLACKBIRD
MADHUR	JHAWAR		SHRAVYA MARKETING PVT. LTD.
MAYA	JOHNSON	PROJECT MANGER	VENUS FOOD
ANNE	KENNEDY	FOUNDER	COMPASSION TEA COMPANY, INC
LEE	KENNEDY	FOUNDER/PRESIDENT	COMPASSION TEA COMPANY, INC
ALYSSA	KOSKI	OWNER	SHELCO HOMES LTD

LEAH	KOSKI	OWNER	SHELCO HOMES LTD
DEBORAH	KUHN		BOTANICA
TRAM	LE		TEAVANA
SUPATTRA	LERKNANT	ENTREPRENEUR	TEACAKE (NEW BUSINESS)
JULIE	LY	DIRECTOR	BEAUTY 21 ENT PTY LTD
YEN	LY	PARTNER	TEAYAMA
PATRICK	MAHON	OWNER	TBD
LAURA	MANN	BUSNISS MANAGER	CRAGCO
ROBIN	MCCORRY	OWNER	LADY BIRD TEA
LINDSAY	MCDUGALL	OWNER	SIMPLICITEA
JEFF	MEADOR	VICE PRESIDENT SALES	JJ BLACKBIRD
LINDA	MEDWID	DR.	MEDWID'S TEA ROOM
LORA	MERMER	OWNER	TEA BLOSSOM
SILVA	MERMER	CO-OWNER	TEA BLOSSOM
CONNIE	MILLER	OWNER	EZENTEA DBA ZEN TEA
ADAM	MINTER	OWNER	MINTER TEA COMPANY, LLC
CLAUDIA	MONZON	GENERAL MANAGER	INFUSSION TEA BAR
LUCIA	MONZON	MARKETING MANAGER	INFUSSION TEA BAR
SANDRA	MORA	LE CORDON BLEU CHEF	GOURVA
FAITH	MORI	OWNER	NEW
MICHELLE	MOSELEY		
NICHOLAS	NAHAT		TEA CHI
LARS	NIELSEN	MR.	BAKANA SAKANA
BEVERLEY	PANARO	REGISTERED NURSE	NEW RETAILER
MICHAEL	PANKEY	CEO	TEA TIME GIRL COMPANY
MICHELLE	PIERCE HAMILTON	OWNER - BALANCED ENERGY TEAS	BALANCED ENERGY
SHAUNA	POACH	OWNER	THE TEA GARDEN
MISSIE	PRICE	OWNER	AN ELEGANT TOUCH
DEBORAH	RAAB	OWNER	TEA FOR ALL
MICHAEL	RAAB	OWNER	TEA FOR ALL
CHARLES	RICHARDSON		RICHARDSON TEA
SHERRY	RICHARDSON		RICHARDSON TEA
EVIE	ROLSTON	PRESIDENT	SEASONS MANAGEMENT LTD
RICHARD M.	RUIZ	CHEF	RODRIGMEXICAN GRILL
MARIANNE	RUSSO	OWNER	NELLIE'S TEA & GIFTS

KENYA	SALAUDEEN	PROPRIETOR	SOOTHING SIP LLC
ANA MARIA	SALAZAR	TEA ENTREPRENEUR	NOVOTEA
DEBORAH	SANDERS	OWNER	DEB'S TEA PLACE INC DBA CORNER CUPBOARD TEA ROOM
JACQUE	SCOTT	OWNER	BEE-TEA
HEATHER	SHARFEDDIN	OWNER	BLACK BIRD COFFEE & TEA
LIZ	SIMMONS	OWNER	IMPRESSIONS OF LIZ
DENISE	SIMPSON	OWNER	DULCET TEA
GWEN	SMITH	PARTNER	THE TEA BREWERY
KRISTINE	SMITH	OWNER	KRISTINE SMITH
SCOTT	SMITH	OWNER	SCOTT SMITH
LYDIA	SONDHI	EXECUTIVE - CEO	LYDIA SONDHI
DIANNE	SPENCE	MS	ABSOLUTE TEA
MICHELLE	STENE	DIRECTOR OF PRODUCT DEVELOPMENT	THE COFFEE BEAN & TEA LEAF
FRANCY	STOYER	SUPERVISOR, OPERATIONS	BREEZE IN, CORP.
DELANO (DEL)	TAMBORINI	OWNER	DELANO TEAS
BILL	TAN	DIRECTOR	WILLIAMSTEAM INC.
ANA	TAVARES		
MICHELLE	THIEL	COO	WELLINGTON'S TEA & PASTRY
MAX	THIESEN	OPERATIONS MANAGER	WELLINGTON'S TEA & PASTRY
ROBIN	THOMAS	OWNER	GLENDAIA BOUTIQUE HOTEL
MATTHEW	THOMASON	OWNER	STEEP
BETTY	THOMPSON	OWNER	GOLD RUSH GOURMET EMPORIUM
JEFFREY (JEFF)	THOMPSON	INT MGT CONSULTANT	AUSTRALIAN GREEN TEA LIMITED
MICHAEL	THUNDER	OWNER	THERE'S NO PLACE LIKE HOME, INC.
JAMIE	TIDWELL	TEA BAR OWNER	THROUGH THE RABBIT HOLE TEA BAR
LAWRENCE	TIDWELL	TEA BAR OWNER	THROUGH THE RABBIT HOLE TEA BAR
BONNIE	TWETEN	OWNER	TODAY'S TEA
LILIYA	VAFINA	QA SPECIALIST	NORTH AMERICAN TEA & COFFEE INC.
HANS	VALADEZ	OFF COUNCELOR	GOURVA
CARLA	VALDIVIA	ECONOMIST	FUTURE OWN BUSINESS
THERESA	VANDENBERGE DONCHE	OWNER	VIADESIGN
GRACE	VENUS	PRESIDENT, CEO	VENUS FOOD
VALERIE	VIDAL	MANAGER	NOUVELLE VAG
ALENKA	VRECEK	BUSINESS OWNER	TAHOE TEAS
BRITTNEY	WHOLIHAN	CO-OWNER	TEA TEMPTRESS

CHARLENE	WILKERSON	OWNER	AIDA ROSE TEA HOUSE
ROBERT	WILLIFORD	OWNER	STUDENT OF THE LEAF
ANGELINA	YANNUCELLI	OWNER	TEA & SYMPATHY
JESSICA	YUEH	MANAGER	IN PROCESSING
GEORGE	ZHOU	GENERAL MANAGER	D3SITE INC.